

LEO BURNETT COMPANY, Inc.

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Yesterday's cigarette holder:

Today's.

The tip of a Parliament works like those big holders of yesterday.

It has a firm outer shell. Firm enough to bite on. And the filter is recessed inside. Away from your lips. All to give you a taste that's good and clean. Parliament. It's got today's cigarette holder.

It works like a cigarette holder works.



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100's King Size Cigarettes
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